

**blast:**

# Trading for good

The mark of a good business 

CASE STUDY

## Trading for Good

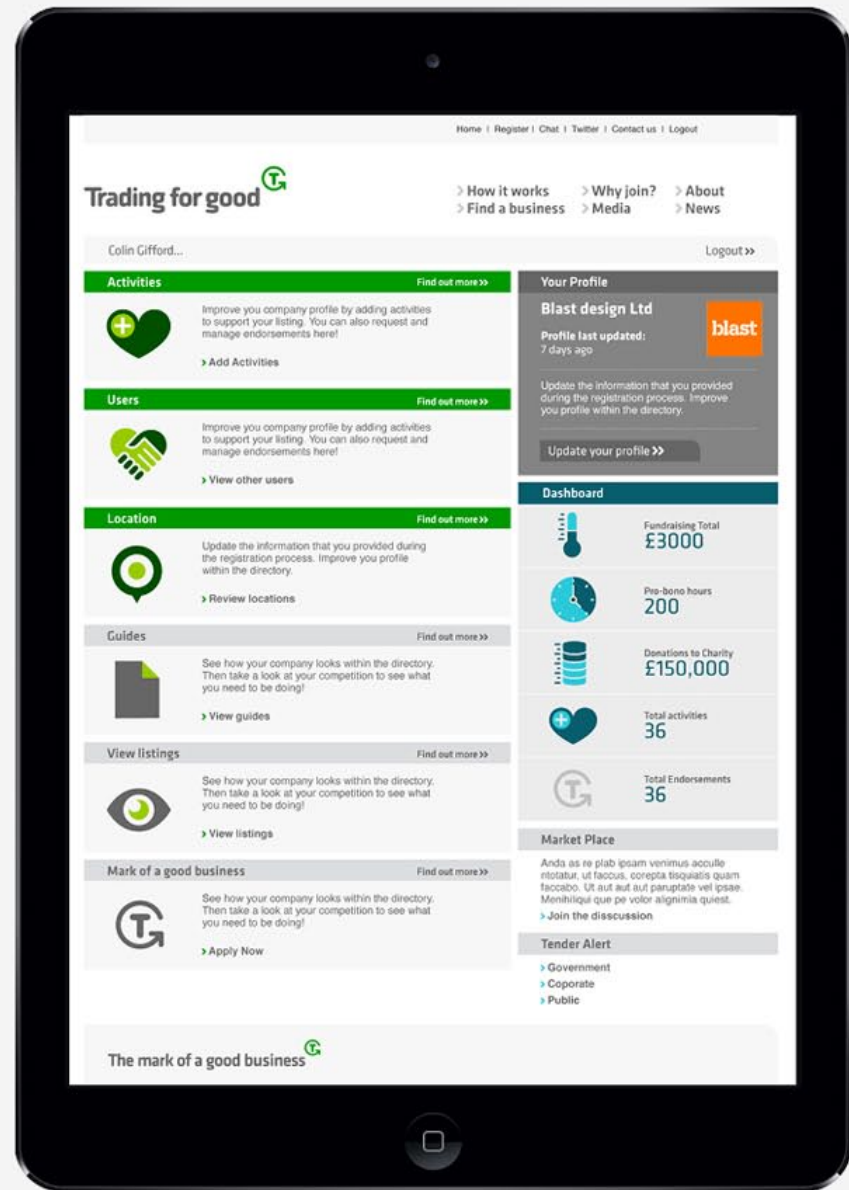
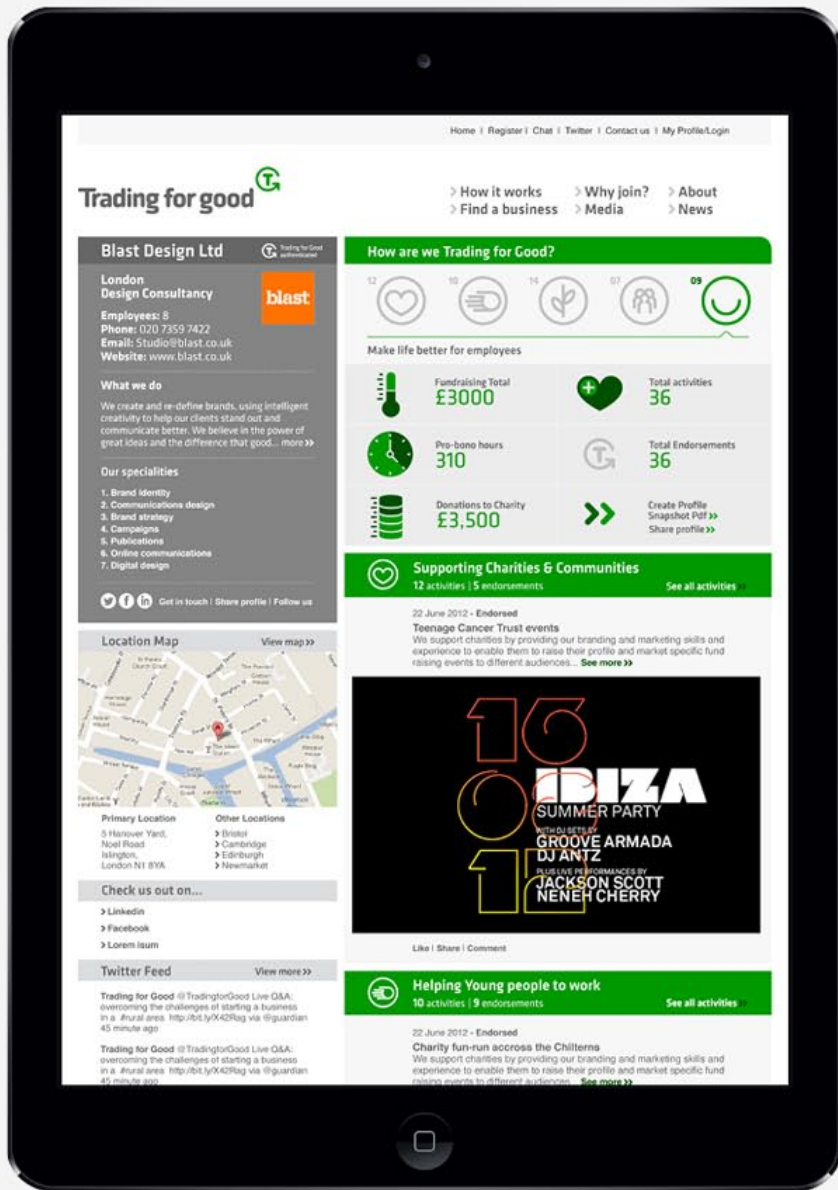
Trading for Good is a unique digital service encouraging companies to do business in more socially responsible ways. Businesses create a profile showcasing the good work they are doing in 5 key areas. Trading for Good then calculates their social value and helps promote them to businesses and consumers who are looking for good companies, offering advice, opportunities and free PR.

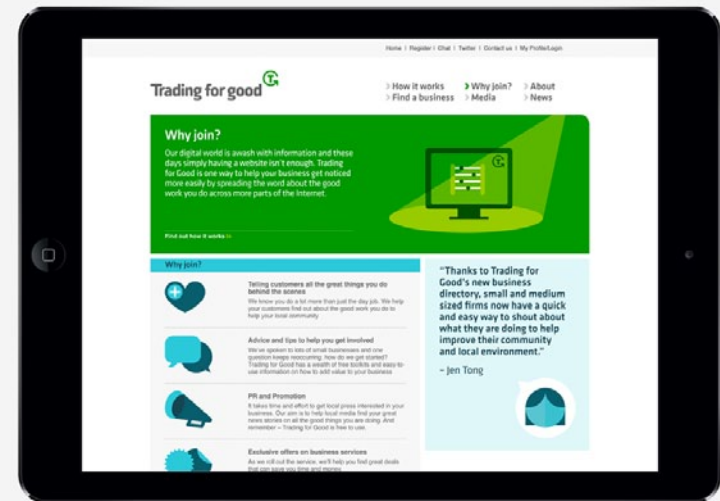
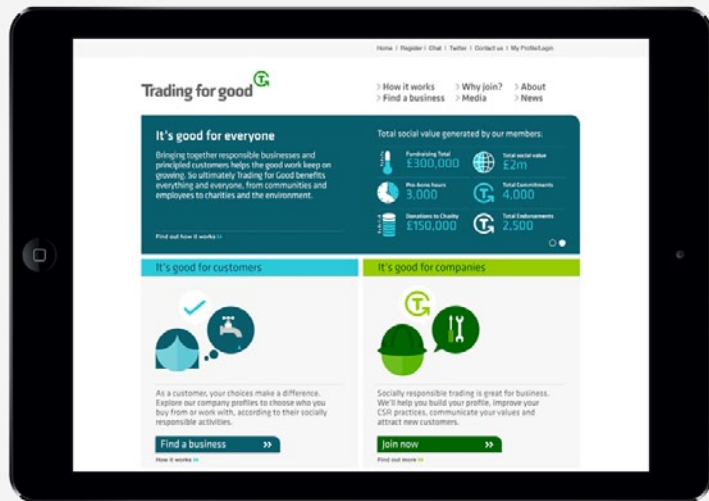
The idea is that Trading for Good will become the benchmark for measuring the social value of companies. As communications partners we have created a brand which aims to become synonymous with responsible business – ‘the mark of a good business’. We have developed a brand strategy, messaging and a visual language for print and digital applications which promotes the benefits of Trading for Good to both consumers and business.

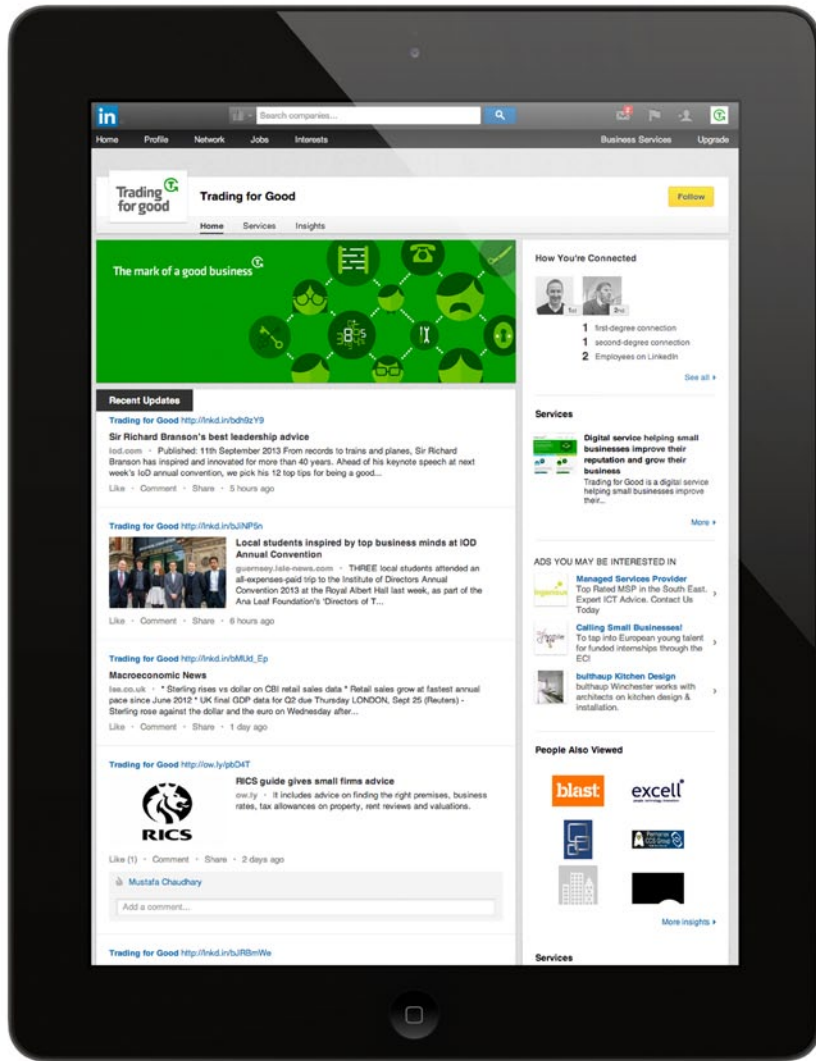
We have designed the online digital platform - a ‘LinkedIn’ for responsible business - which enables members to create a visually appealing profile to promote their activities. The site creates a snap-shot of their business, promoting it through the site search, SEO and social media networks. The service has launched to high acclaim, backed by Non-executive Chairman Philip Green (the governments advisor for social responsibility), and is attracting interest from both large and small businesses. A consumer engagement campaign is planned for 2014.

*“Creating a credible, trustworthy brand which communicates real values was paramount to our success. Blast have found a way to convey the essence of Trading for Good and its benefits to all our audiences in a succinct, powerful and genuine way.”*

**CHRIS ATTWOOD,**  
TRADING FOR GOOD









Trading for good 

September 2013

# Supply chain social value report

Understanding the social value created by a sample from a total population of 772 SME suppliers in the Fujitsu supply chain.

## Social value indicators generated by respondents:



Fundraising total  
£123,953



Hours of volunteering  
2,225



Pro-bono hours  
27,186



Community awards  
14



Total donations to charity  
£59,385



Work opportunities for young people  
92

The mark of a good business 